

Claims

What is claimed is:

*publ 1*  
C 1. A method for promoting sales of a product carried in a store, the method comprising the steps of:  
collecting and assembling information about the product;  
referencing the collected and assembled information in a publication;  
appending coupons for the product to the publication for enabling customers to purchase the product at a discount; and  
displaying the publication for appropriation by customers.

2. The method of claim 1 wherein the step of displaying further comprises displaying the publication proximate to the product.

3. The method of claim 1 further comprising the step of printing on the publication the name of the store.

*publ 2*  
4. The method of claim 1 further comprising the step of imprinting on the publication a color scheme associated with the store.

*publ 3*  
5. The method of claim 1 wherein the publication is a first publication and the product is a first product, the method further comprising the step of repeating for a second publication and a second product the steps of collecting, assembling, describing, appending, and displaying, the step of displaying further comprising the step of displaying the second publication in place of the first publication.

6. The method of claim 5 wherein the first and second publications are first and second brochures, respectively.

7. The method of claim 6 further comprising the step of compiling into a magazine the first and second publications.

8. The method of claim 7 further comprising the step of displaying proximate to the product, the magazine for appropriation by customers.

9. The method of claim 7 wherein the magazine is sufficiently similar in appearance to the brochures to be associated by customers with the magazine.

SubC37 10. The method of claim 1 wherein the product is food and the information includes recipes which list the product as an ingredient.

SubA37 11. A method for promoting sales of a plurality of products carried by a store, the method comprising the steps of:

creating a plurality of departments of the store, each of which carries at least one of the products;

collecting and assembling information about the products;

referencing the collected and assembled information in a plurality of publications;

appending coupons for the products to the publications for enabling customers to purchase the respective products at a discount; and

displaying the publications, proximate to the respective products being promoted in the publications, for appropriation by customers.

12. The method of claim 11 further comprising the step of providing each publication with similar visual markers to enable customers to identify the publications as part of a series.

13. The method of claim 11 wherein one of the publications comprises brochures published weekly.

14. The method of claim 13 wherein another of the publications comprises magazines published less often than the brochures and the method further comprises the step of incorporating some of the brochures into the magazines.

15. The method of claim 14 wherein another of the publications comprises books published less often than the magazines and the method further comprises the step of incorporating some of the magazines into the books.

16. The method of claim 11 further comprising the step of having owners of the products placing advertising within the publications for the products.

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